

Stronger by Design ECHO – Resources & References

October 9, 2025 to December 18, 2025

The following resources, arranged by session topic, were provided during the course of this ECHO series by speakers, panelists and/or participants. They have not been formally vetted by Project ECHO or other DH staff for accuracy or quality, so users should rely on their own judgement when referencing or employing them. These resources were provided during the time period of the ECHO over time may become outdated.

Session 1 – Resources & References

- Patton, M. Q. (1997). Utilization-focused evaluation: The new century text (3rd ed.). Sage Publications, Inc.
- [Eval Academy – 10 Reasons to Evaluate \(Infographic\)](#)
- [The Bridgespan Group – A Practical Guide to Nonprofit Measurement, Evaluation, and Learning](#)
- [Bitesize Learning – Impact vs Effort Matrix](#)

Session 2 – Resources & References

- James Bell Associates. (2007). Evaluation Brief: Developing a Logic Model. Arlington, VA.
- [Kellogg Foundation – Logic Model Development Guide](#)
- [University of Wisconsin–Cooperative Extension – Logic Models](#)
- [Better Evaluation – Using Logic Models and Theories of Change](#)
- [CDC – Evaluation Framework](#)
- [CDC – Logic Model \(Step 2: Describe the Program\)](#)

Session 3 – Resources & References

- No references for this session; only case examples were discussed in this session.

Session 4 – Resources & References

- [Gehlback & Artino \(2018\) – Survey Checklist](#)
- [Flesch-Kincaid Reading Level Calculator](#)
- [Institute of Education Sciences \(IES\) – Aligning Data Collection with Logic Model Components](#)
- [Selecting and Using Keywords \(Video\)](#)

Session 5 – Resources & References

- [Create and Share a Dashboard with Excel](#)
- [Report Layout Checklist – Stephanie Evergreen](#)
- [Writing Executive Summaries – Stephanie Evergreen](#)



- [IES Program Evaluation Toolkit](#)
- [CDC – Evaluation Reporting Guide](#)
- [Qualitative Chart Chooser](#)
- [Data Visualization Types](#)
- [Data Visualization Checklist](#)
- [Data Visualization Tutorials – Stephanie Evergreen](#)

Session 6 – Resources & References

- No references for this session; only case examples were discussed in this session.